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AWE.I**CLAIM AMENDMENTS:**

A listing of an entire set of claims 1-66 is submitted herewith per 37 C.F.R. §1.121. This listing of pending claims 1-66 will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for communicating an advertisement to a mobile station, said method comprising:
  - detecting a registration of the mobile station with a base station;
  - initiating a user preferred schedule for pushing advertisements to the mobile station subsequent to a detection of the registration;
  - determining a first service area of the base station;
  - determining a second service area of any potential handoff base station;
  - matching a location of an advertiser represented in the advertisement with the first service area or the second service area; and
  - pushing the advertisement to the mobile station in accordance with the user preferred schedule.
2. (Original) The method of claim 1, further comprising:
  - verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
3. (Original) The method of claim 1, further comprising:
  - rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.